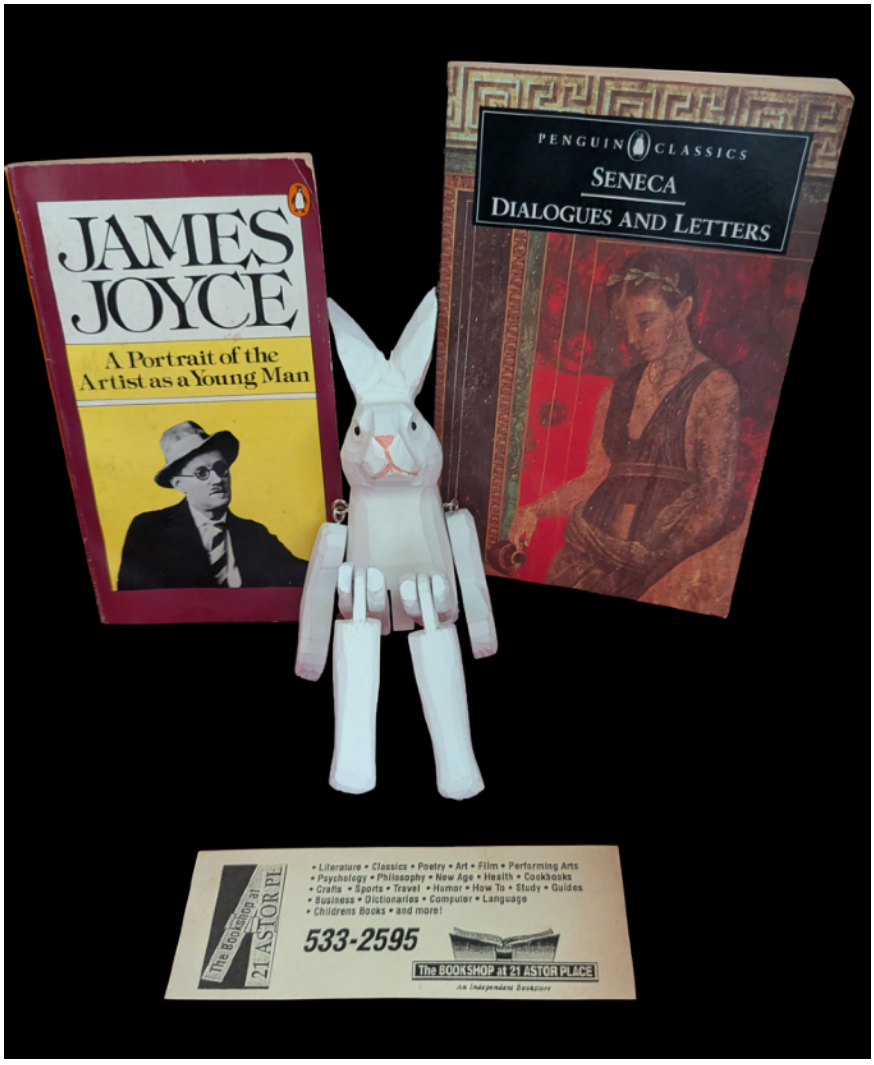
?
DEAR PENGUIN
SECOND EPISTLE FROM SUM BUNNY

# SECOND EPISTLE FROM SUM BUNNY

**1.2.2026**

**Dear Penguin,**

Two of your old paperbacks arrived on my doorstep this week, like time capsules who forgot to check out of the past. A friend cleaned an attic and mailed them back to me—Joyce's *Portrait of the Artist as a Young Man* and *The Dialogues and Letters of Seneca*.


JAMES JOYCE
A Portrait of the Artist as a Young Man
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**They are worn and dignified. They are also evidence.**

Joyce, sitting there, is a witness against institutions that mistake power for truth. Seneca, printed on cheap paper but speaking like marble, is a reminder to those who have drifted into self-importance to return to proportion.

As I held them, I looked at the history you established. **You were not founded to impress anyone. You were founded to *reach* them.**

You existed so that a person with bus fare and rent due could still afford access to the deep end of the human conversation. You were created so that literature would not remain in the possession of people who already had enough of everything else.

**You didn't build gates. You embarrassed the people who built them.**

And now—somehow—we have arrived at a world where Penguin is filing suits against a public library for behaving too much like Penguin.

That is not irony. That is regression in a tuxedo.

The Internet Archive is not your rival. It is your guilty conscience printed to the web. It is doing, at scale and in public, what your founders once did in pulp and glue: making it harder to keep books out of reach.

Joyce would have called that liberation. Seneca would have called it duty. Neither of them would have called it piracy.

**Prestige is often just a costume institutions wear when they forget what work is.** And while we are examining what you have forgotten, look at the logo itself. Really look at him.

That little bird on your spine is not a cartoon. It is a totem of a creature currently standing on the edge of the world, watching its actual home dissolve into the southern ocean. Antarctica is

breaking apart. The real penguins are losing the sea ice they need to survive because the industrialized world insists on extraction over stewardship.

I am not saying your logo makes you responsible for the planet. I am saying you chose a symbol that carries a responsibility of **proportion, restraint, and care.**

Instead, you are acting like an extractive industry. You are leveraging digital scarcity to enclose the commons, mining the public domain for licensing fees, and treating the shared environment of literacy as a resource to be depleted rather than a habitat to be protected.

If you actually honored the bird, you wouldn't just be printing him on spines. You would be fighting for the preservation of the commons—both the icy one and the intellectual one. Instead, you are litigating against a digital ark while the water rises.

This is not a matter of legal argument. Law does not absolve cowardice, and contracts do not convert fear into wisdom.

You do not need to win a case. You need to recover a posture.

And yes, I am asking for something unfashionable:

## You should apologize to the Internet Archive.

Not with press language. Just say: "*We forgot who we were for a moment. We mistook scarcity for strategy. We confused defending IP with attacking a library. We will not do that again.*"

Then, perhaps, send a check to Antarctica. Not as absolution, but as alignment with the symbol you trade on. If you are going to use the face of a threatened species to sell fifty million copies of *The Great Gatsby*, the least you can do is help ensure the bird outlives the copyright.

I am not angry at you. Anger gives too much credit to impulse. What I feel instead is the disappointment one has when a teacher abandons their own lesson.

You are still capable of it. Your own books made me expect it from you.

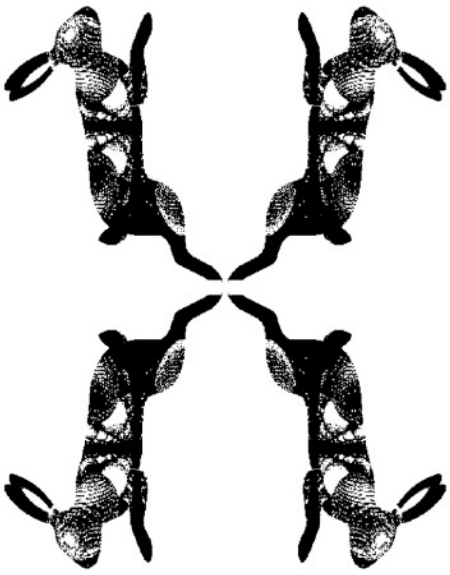
**Do not force us to choose between the library and the bird. Because right now, the library is doing more to keep the world cool—and the memory of it alive—than you are.**

With every good intention,

I am

Sum Bunny

*Ark Hive Press — Sum Bunny Series (2026)*
*Released to the commons in solidarity with libraries.*



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